

City will leverage its network of Recycling Block Captains to assist in public education and outreach efforts.

Implementation

Implementation involves the following steps:

1. Evaluate recycling messages on a continuing basis.
2. Develop promotional strategies that include determination of marketing goals, costs, and audiences to be targeted. Work with the Office of Communications and the ESC to develop promotional campaigns and materials.
3. Implement public outreach strategies, making use of volunteer resources, City media outlets, and electronic communication opportunities.
4. Review program performance and revise promotional strategies, as needed.

Funding

Costs of public outreach and education will be covered through the City's General Fund. The ESC and Recycling Block Captains will assist with the development and distribution of educational materials.

Increase Business Recycling by Reducing Recycling Thresholds

In the City of Falls Church, businesses having more than 200 employees or generating more than 100 tons of trash annually are required to recycle. This requirement also applies to business complexes (such as office buildings in which several businesses share the same dumpsters). Those that meet or exceed these thresholds are required to recycle their principle recyclable material (office paper, cardboard, etc.). Many businesses in the City with fewer than 200 employees generate large volumes of recyclables but do not recycle. By lowering the recycling thresholds for businesses (for example, from 200 to 50 employees, and from 100 to 25 tons of trash annually), the City can dramatically increase the business recycling rate and the overall City recycling rate.

This action supports the City's SWM program goal (Chapter 4) of implementing source reduction and recycling programs at all City businesses by increasing the number of businesses required to recycle.

Implementation

Implementation involves the following steps:

1. Collect data regarding number of employees and annual waste tonnages collected from a sampling of City businesses.
2. Gather information from Arlington County and other jurisdictions in the region that require smaller businesses to recycle to determine potential challenges and possible solutions.
3. Work with the Office of Economic Development and Chamber of Commerce to determine new thresholds.
4. Draft proposed changes to City Code.
5. Conduct public meetings.
6. Finalize code changes.
7. Revise City Code.
8. Develop educational materials and provide technical assistance for businesses and haulers.
9. Enforce the new thresholds and review performance.

Funding

Administrative and educational costs will be covered through the City's General Fund. The ESC will assist with data collection, information gathering, and development of educational materials.

Implement a Pay-As-You-Throw Collection System

Under a Pay-As-You-Throw (PAYT) collection system, residents are charged for MSW collection services on the basis of the amount of trash they discard, creating an incentive to recycle. This action is described in more detail in the collection section of this chapter.

Encourage Increased CDD Recycling

Promotion of CDD recycling involves development and distribution of promotional materials to encourage contractors and builders to recycle construction and demolition debris at building and renovation sites in the City.

This action supports the City's SWM program goal (Chapter 4) of educating all members of the City of Falls Church community on the

value of natural resources and the benefits of reducing consumption and adopting sustainable practices by encouraging increased source reduction and recycling at construction sites.

Most of the debris generated at both residential and commercial building and renovation sites is placed in large roll-off containers, which are ultimately hauled to area CDD landfills. With these landfills nearing capacity, the City will encourage generators of construction waste to keep as much recyclable material as possible out of the waste stream.

Effective public outreach and education initiatives that target builders and contractors can encourage them to employ best practices in reducing the volume of CDD generated at construction sites. The City can increase CDD recycling and help reduce CDD disposal by promoting separation of materials at the job site. Separation at the job site involves builders and contractors collecting different recyclable materials in separate containers or piles on-site and then either self-hauling the materials to various recycling facilities or contracting with a recycling service to collect the materials.

Implementation

Implementation involves the following steps:

1. Gather information on CDD source reduction best practices (such as leaving trees when possible during site clearing, altering floor plans to eliminate excess cutoffs, reusing off-cuts and plywood, and using crushed masonry material as fill for slabs or garages).
2. Gather information on CDD materials separation and recycling best practices. The U.S. Environmental Protection Agency, construction industry trade groups, and other related resources have information readily available on the best methods for separating CDD recyclables from CDD solid waste.
3. Compile lists of collection companies and area recycling facilities that accept the types of materials generated at construction sites.
4. Work with the Engineering Division and Planning Division staffs to determine the best methods and stages in the development process for disseminating educational materials to contractors and builders.
5. Develop and distribute educational materials to the targeted audiences.

Funding

Administrative and educational costs will be covered through the City's General Fund. The ESC will assist with information gathering and development of educational materials.

Continue Current Yard Waste Recycling System; Contract with Composting Facilities for Dedication Capacity

The City prefers to continue the use of composting facilities, brush grinding facilities, and vacuumed leaf grinding facilities for the recycling of yard waste.

The City of Falls Church can guarantee yard waste composting capacity over the SWMP planning period by contracting for capacity at yard waste composting facilities. The City currently sends yard waste for composting to two facilities outside the City, the Prince William County Compost Facility at Balls Ford Road and Loudoun Composting in Loudoun County. These facilities and others may be willing to guarantee yard waste composting capacity for the City.

This action supports the City's SWM program goal (Chapter 4) of maintaining a private-public infrastructure that supports reuse, repair, and recycling

Implementation

Implementation involves the following steps:

1. Complete a study of yard waste composting capacity required for City-generated yard waste and the remaining capacity in the region. Communicate and partner with private hauling companies to determine capacity requirements. On the basis of this study, the City and private haulers will determine the amount of capacity it will need to contract for, if any.
2. The City and private haulers will negotiate and establish contracts with as many yard waste composting facilities as needed to provide the required capacity.
3. Review yard waste composting capacity requirements (Step 1) periodically and make adjustments in the contracts as required.

Funding

Costs of yard waste collection and recycling are covered through the City's General Fund.

Encourage Increased MSW Recycling at Government Facilities and Schools

Government facilities and schools (primary and secondary) in the City of Falls Church generate large quantities of paper and other recyclables that are often not recycled. By expanding recycling in government facilities and schools through additional collection containers and education, the City can increase recycling rates while using minimal resources.

This action supports the City's SWM program goal (Chapter 4) of creating a model of resource efficiency, providing leadership by example.

Table 11-4 presents some potential ways to implement the three Rs (Reduce, Reuse, Recycle) in City schools.

Table 11-4. Potential Methods for Implementation of the Three Rs in City Schools

Potential Implementation Methods
Integrate recycling and waste prevention education into after-school and related programs
Link classroom recycling with classroom curriculum
Support student understanding of the importance of conserving natural resources by practicing classroom recycling
Provide every student (K–12) with “hands-on” environmental education through recycling and waste reduction
Continue to educate teachers to integrate the three Rs message into their standards-based curriculum
Develop a tool kit of resources and a plan for distributing it to schools to help teachers communicate recycling and waste prevention concepts
Add the three Rs to education programs offered during the summer and after school
Develop best practices models for school recycling and waste reduction programs
Continue and expand upon educational materials to support recycling programs in school
Work with the school board to adopt green building measures for school renovations and new school construction

Implementation

Implementation involves the following steps:

1. Identify a strategy for recycling in government facilities and schools and create a draft plan to implement the strategy. The plan will be refined through internal government meetings.
2. Finalize the recycling program for government facilities and schools. Revise existing internal recycling guidelines and direct the staff to include specific recycling requirements in future contracts, construction projects, bid arrangements, etc.

3. Review the performance of the recycling policy. On the basis of these reviews, the City may choose to revise the policy. The City may consider recognizing and publicizing successful efforts through awards.

Funding

Administrative and educational costs will be covered through the City's General Fund.

Revise Regulations and Policies to Enhance Recycling

The City of Falls Church can increase MSW recycling rates by revising City Code, policies, and procedures. Using City Code and policy can effectively advance programs and policies that encourage increased recycling. Some potential regulatory and policy revisions are discussed below.

Expand Recyclables Collected at Multifamily Residences

Under this action, the City will require owners and property managers of multi-tenant residences (apartments, condominiums, and townhouses) to offer collection of the same range of recyclable materials provided to residents who receive City collection services.

This action supports the City's SWM program goal (Chapter 4) of maintaining a private-public infrastructure that supports reuse, repair, and recycling by increasing the range and therefore the quantity of material collected.

Currently, City Code requires all apartment and condominium complexes to provide on-site recycling collection at least every other week. At a minimum, the materials to be collected are newspaper, food and beverage cans, and glass bottles and jars. These code requirements apply to all multi-tenant residences that receive private waste hauling services, including all apartments, all high-rise condominiums, and two townhouse complexes.

Most of the affected properties have exceeded the current requirements by offering weekly collection and by including collection of plastic bottles and jugs. Few, if any, however, provide for collection of cardboard and mixed paper. Therefore, residents who wish to recycle these materials must self-haul them to the Falls Church Recycling Center. In addition, because different residential complexes collect different materials, the City staff has found it difficult to provide sufficient education and outreach to these City residents.

Amending City Code to require weekly collection of all recyclable materials included in the City's curbside recycling program would

- provide greater equity to City residents who receive private collection services,
- make it easier for those residents to recycle,
- improve recycling education efforts by enabling the City to simplify and standardize its City-wide recycling message in promotional products and campaigns, and
- increase the City's overall recycling rate.

Implementation

Implementation involves the following steps:

1. Draft proposed changes to City Code.
2. Hold public meetings, targeting property owners, property managers, and citizen representatives from the affected residences to notify them of the proposed changes.
3. Finalize Code changes.
4. Revise City Code.
5. Provide technical assistance, as needed, to property owners and managers.
6. Standardize public outreach materials to educate citizens on how and what to recycle.
7. Enforce the new requirements.
8. Provide ongoing education.

Funding

Administrative and educational costs will be covered through the City's General Fund. The ESC and Recycling Block Captains who represent the affected sites will assist with development and distribution of educational materials.

Expand Recycling Requirements for Electronics Waste

Currently, the City of Falls Church has no requirements to recycle electronics waste. Using City Code, the City can establish electronics waste recycling standards and guidelines to ensure environmentally sound management of these wastes.

The City of Falls Church expects e-cycling (recycling of electronic equipment and items) to become a more important solid waste management practice over the SWMP planning period. Electronics are one of the fastest

growing components of MSW. Coupled with the potential environmental hazards of disposal and high value of recyclable materials, recycling of electronics promises to have real impact on future recycling programs and the environment.

This action supports the City's SWM program goal (Chapter 4) of maintaining a private-public infrastructure that supports reuse, repair, and recycling.

Implementation

Implementation involves the following steps:

1. Investigate and draft proposed changes to City Code, policies, and procedures in conjunction with internal and external stakeholders to require recycling of electronics waste.
2. Hold a series of meetings with citizens, businesses, and haulers to help develop changes to City Code, policies, and procedures.
3. Using the public input, finalize the changes to City Code, policies, and procedures for electronics waste recycling. Hold public informational meetings to introduce the new recycling policies.
4. Develop a public awareness campaign for citizens, businesses, haulers, and other stakeholders on new recycling policy.
5. Provide advisory enforcement of the new policies to allow citizens and businesses time to become familiar with the new code requirements.
6. Have the City staff review the performance of the new policy, evaluate how the new policy affects electronics waste recycling quantities, and revise it if needed.

Funding

Administrative and educational costs will be covered through the City's General Fund. The ESC and Recycling Block Captains will assist with development and distribution of educational materials.

Consider Implementation of Single-Stream Curbside Collection System for Recyclables

Under this action, the City of Falls Church will evaluate the implementation of a single-stream curbside collection program for